

Why tobacco? Why parks?

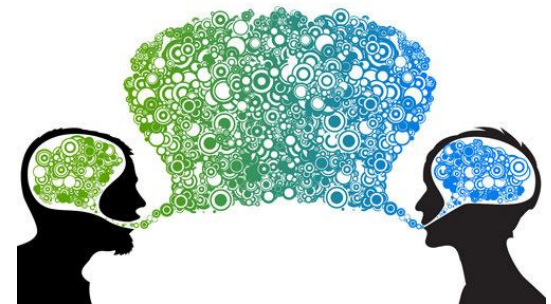
- 2010 Youth cigarette use rates in Union County:
 - 15.9% in 11th grade
 - 10.7% in 8th grade

Outdoor activities are popular in our community. Parks are popular places for family gatherings and youth sports activities. Changing the norm around tobacco use where we work, live, and play is an important part of reducing youth use.



Initial conversations

- Tobacco Prevention Specialist presentation to Coalition
- Coalition identifies champions key decision makers
- Initial conversations with to Parks Department to review current policies and gauge support for tobacco free park policy.



Youth Council Involvement

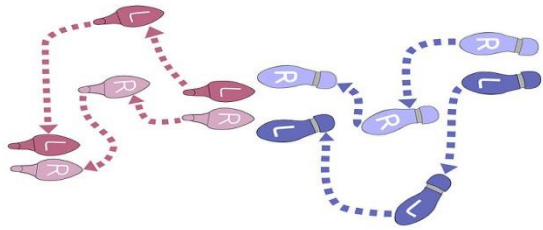
- Youth Council decides to become involved because it aligns with the work they are already doing to limit access and change perception of harm.



The education process



- New Parks & Rec Director hired and he becomes a Coalition member
- Gather data & create presentation with youth
- First presentation to Parks Commission (includes info on vaping & marijuana)
- Follow up presentation with model policies provided as requested.
- Attended input & city council meetings to provide additional information as requested
- Tobacco Prevention works with Parks & Rec to provide signage and promote new rules.



Long, Slow Dance

- ◉ **June 2013:** Coalition sets goal of informing park policy
- ◉ **July 2014:** Riverside Park, cigarette butt collection
- ◉ **November 2014:** Parks & Rec Presentation
- ◉ **March 2015:** Public input meeting for parks policies
- ◉ **May 2015:** City council review and first reading of proposed park policies
- ◉ **July 2015:** City council meeting to final reading to adopt park policies.
- ◉ **June 2016:** New signs placed in parks

Isn't that Lobbying??



- **Advocacy** is stakeholders making their voices heard on issues at the local, state, and national level. It also means helping policymakers find specific solutions to persistent problems. It can also be providing information so that policymaker can be well informed when making decisions.
- **Lobbying**, on the other hand, involves activities that are in direct support of or opposition to a specific piece of introduced legislation.

Our coalition offered information and education to the policy body, which is not lobbying.

Union County Safe Communities Coalition

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